ICE CREAM PRICES CUT ON EXPOSURE

Sodas, Too, Come Down as Crusade Against Extortion.

By P. Q. Foy.

The Evening World's campaign against extortionate prices charged for ice cream, in the face of the lower wholesale cost of all materials, has brought some relief. Hundreds of manufacturers and retailers have already cut prices. Some of the ice cream parlors that charged from 20c to 25c for a medium sized plate are now serving it at 15c. Ice cream, to comply with the requirements of the local Health Board, must contain sper cent. butterfat. This does not include the solids or the so-called "body" material. Retail dealers claim the large companies are to blame for the light prices.

The following from a Columbus Avenue dealer is a fair sample of many letters received:

"We buy from —— Ice Cream Company. A 20-quart can costs \$8.00. The Evening World's campaign

only 40c a pint, one pound. We get cially for small children. The activity of the Health Department in safe-guarding the cost, \$8.00, leaves us \$3.20 gross profit, which does not include the cost of carriers. net. A pint carton of ice cream com-1%c each, overhead and waste.

"F, C, OSER." As to the way Evening World readers feel about the matter, here is a sample letter:

"I read with interest your article Result of Evening World's on ice cream profiteering. Happy to this condition. No reason for ice cream soda selling for the price it does. Should be the same now as before the war. Knowing that the gen-(Special Food Expert for The Evening eral public will appreciate your ef-World.) fort, I am, yours truly, fort, I am, yours truly,
"J. K. KEANE."

have little or no food value, but a positively deleterious to health, esp





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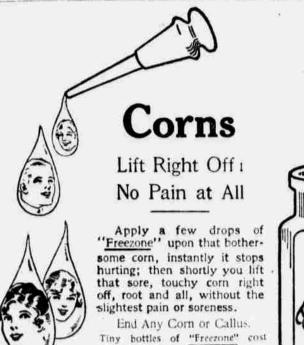
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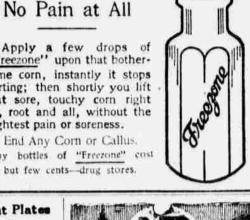
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